



Mankato Computer Technology University

"Unlocking the Digital World: Social Media"





Unlocking the Digital World

- How Social Media Can Enrich Your Life
- Benefits, platforms, safety tips.

Why social media?



Connect with loved ones.



Discover new hobbies and interests.



Stay informed and entertained.

Benefits of Social Media



Stay Connected:



Video calls with family and friends (e.g., Facebook Messenger, WhatsApp).



Learn and Share:



Join groups and forums on topics of interest.



Entertainment and News:



Watch videos, read articles, and keep up with events.



Health and Wellness:



Follow fitness programs, dietary tips, and mental wellness pages.

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Popular Social Media Platforms

- **Facebook:**

- Great for connecting with family and joining groups.

- **YouTube:**

- Explore videos on any topic.

- **WhatsApp:**

- Quick messaging and video calls.

- **Instagram:**

- Share and see photos of family and hobbies.

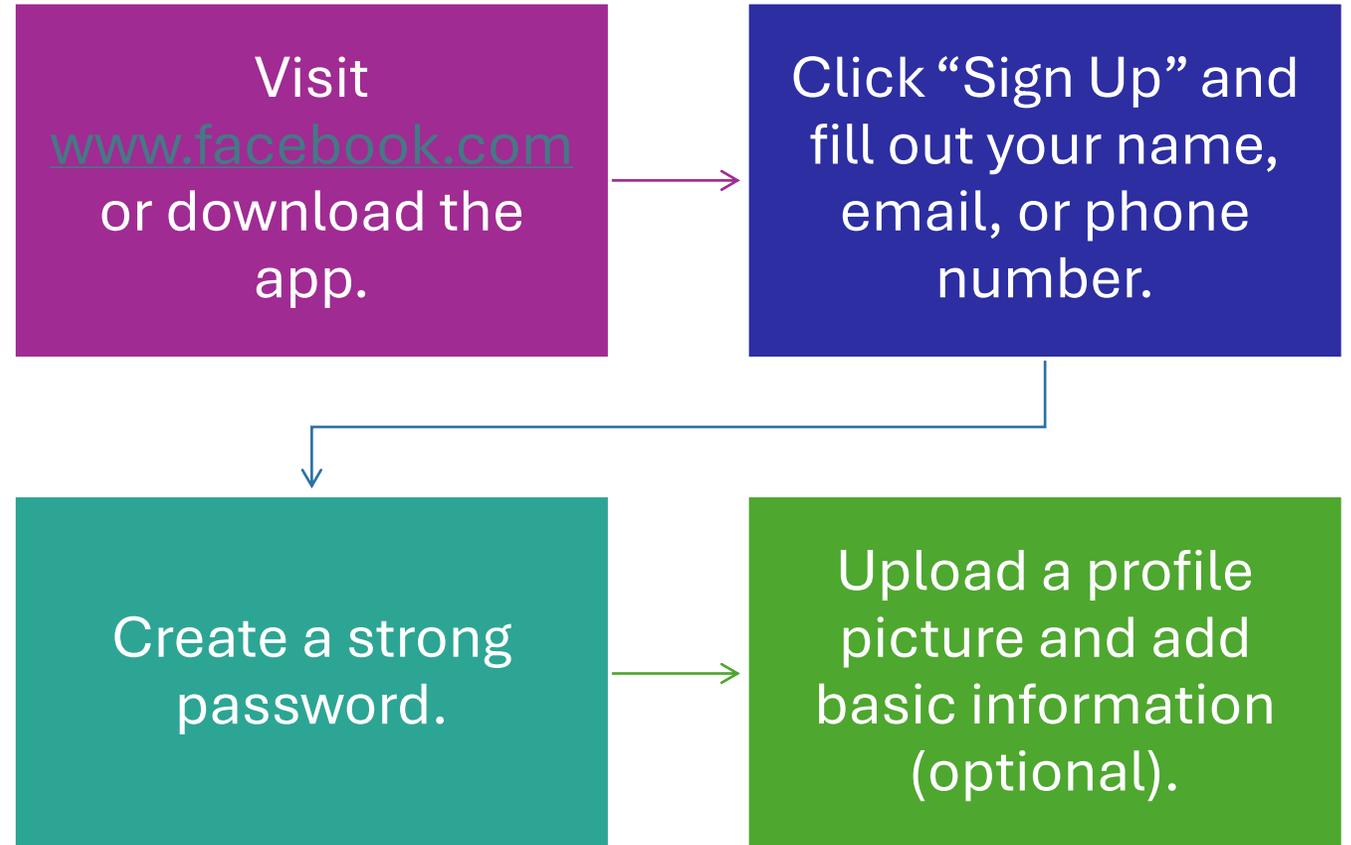
- **Pinterest:**

- Discover new recipes, crafts, and more.

Why Use Facebook?

Connect	Connect with family and friends anytime, anywhere.
Join	Join groups for hobbies, community activities, or support.
Share	Share photos, memories, and updates.
Stay	Stay informed with news and events.

Getting Started on Facebook



Navigating Facebook



To share a post:

Click on “What’s on your mind?”

Type your message or upload a photo/video.

Click “Post.”

Like, comment, or share others’ posts.

Control who sees your posts with the privacy settings.

Exploring Facebook Features



Photos and Videos: Create albums or share moments.



Events: Discover local happenings and RSVP.



Groups:

Examples: Gardening, health, or book clubs.



Marketplace: Buy and sell locally.

Staying Safe on Facebook



USE STRONG PASSWORDS
AND ENABLE TWO-
FACTOR
AUTHENTICATION.



BE CAUTIOUS ABOUT
ACCEPTING FRIEND
REQUESTS FROM
STRANGERS.



AVOID CLICKING ON
SUSPICIOUS LINKS OR
ADS.



ADJUST PRIVACY SETTINGS
TO CONTROL WHAT
OTHERS SEE.



REPORT OR BLOCK
INAPPROPRIATE CONTENT
OR USERS.

Tips for Enjoying Facebook



Set time limits to avoid scrolling too much.



Follow trusted news sources to stay informed.



Use Messenger for free video or voice calls.

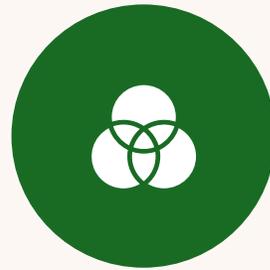


Share positively and engage with uplifting content.

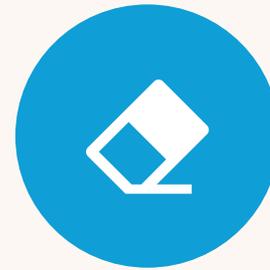
FAQs and Troubleshooting



**FORGOT YOUR PASSWORD?
USE THE “FORGOT
PASSWORD” LINK.**



**DON'T SEE YOUR FRIENDS'
POSTS? CHECK “FOLLOWING”
SETTINGS.**



**ACCIDENTALLY POSTED
SOMETHING? USE THE “EDIT”
OR “DELETE” OPTIONS.**



**NEED HELP? VISIT FACEBOOK
HELP CENTER OR ASK A TECH-
SAVVY FRIEND.**

What is YouTube?

YouTube is a free platform for watching videos on any topic.

Offers content like music, tutorials, news, entertainment, and more.

A great way to stay informed, learn new skills, and have fun.

Why Use YouTube?



Entertainment: Watch movies, music, or comedy.



Learning: Tutorials on cooking, technology, fitness, etc.

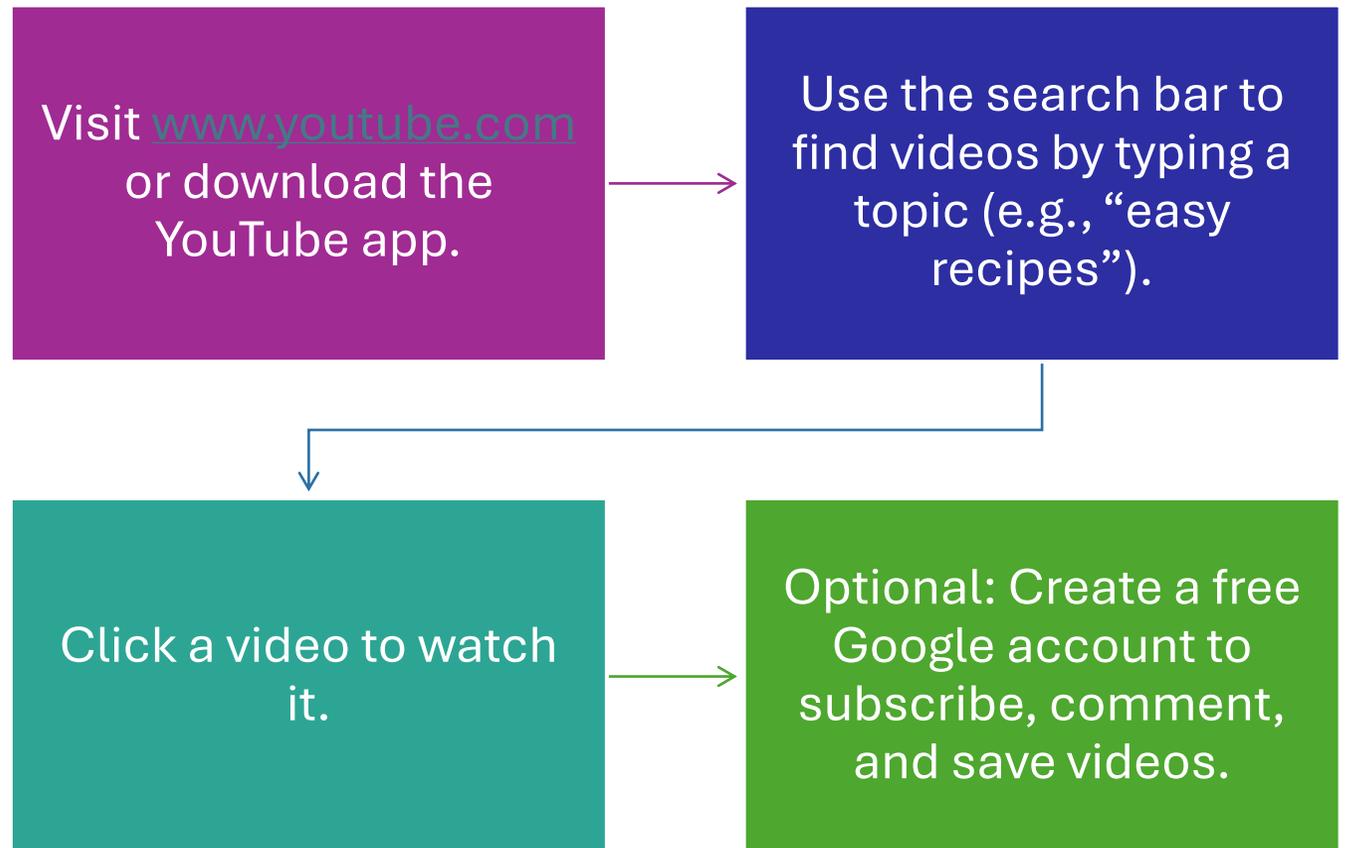


Connection: Follow channels of interest and engage with creators.



Accessibility: Free to use, with videos available 24/7.

Getting Started on YouTube



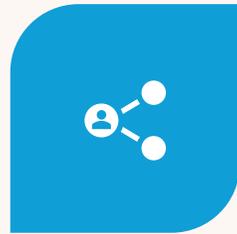
Navigating YouTube



HOME PAGE:
PERSONALIZED VIDEO
RECOMMENDATIONS.



SEARCH BAR: FIND
SPECIFIC VIDEOS OR
TOPICS.



SUBSCRIPTIONS:
FOLLOW CHANNELS
YOU ENJOY.



LIBRARY: SAVE AND
ORGANIZE FAVORITE
VIDEOS.



SETTINGS: ADJUST
VIDEO QUALITY AND
CAPTIONS.

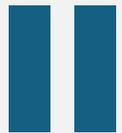
How to Search and Watch Videos



Use keywords like “gardening tips” or “yoga for seniors.”



Click on a video thumbnail to play.



Use the play, pause, and volume controls.



Turn on captions for easier understanding (click the “CC” button).

Subscribing and Following Channels

- Why subscribe?
- Get updates from your favorite creators.
- Easily access new videos in the “Subscriptions” tab.
- How to subscribe:
 1. Click the red “Subscribe” button under a video or on a channel’s page.
 2. Optional: Turn on the notification bell for alerts.

Exploring YouTube Features



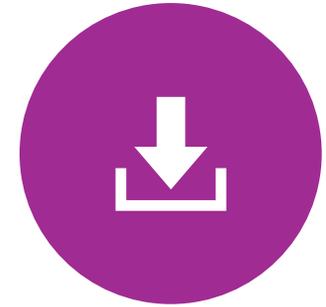
PLAYLISTS: ORGANIZE VIDEOS YOU LIKE INTO COLLECTIONS.



LIVE STREAMS: WATCH LIVE EVENTS OR INTERACT WITH CREATORS.



YOUTUBE SHORTS: SHORT, ENTERTAINING VIDEOS.



DOWNLOADS: SAVE VIDEOS TO WATCH OFFLINE (YOUTUBE PREMIUM REQUIRED).

Staying Safe on YouTube



Avoid clicking on ads or links in comments unless trusted.



Report inappropriate videos or comments.



Adjust your account settings to limit unsuitable content.



Be mindful of time spent watching to avoid fatigue.

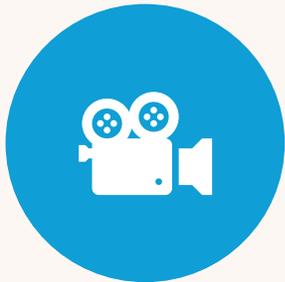
Tips for Enjoying YouTube



Explore diverse topics: travel, music, hobbies, and history.



Follow trusted creators and channels.



Use “Watch Later” to save videos for future viewing.



Share interesting videos with friends and family.

What is WhatsApp?

A free messaging app for smartphones and tablets.

Allows text, voice, and video communication.

Share photos, videos, and documents easily.

Works over Wi-Fi or mobile data (no extra charges).

Why Use WhatsApp?



STAY CONNECTED: CHAT WITH FAMILY AND FRIENDS ANYWHERE IN THE WORLD.



EASY TO USE: SIMPLE INTERFACE FOR CALLS AND MESSAGES.

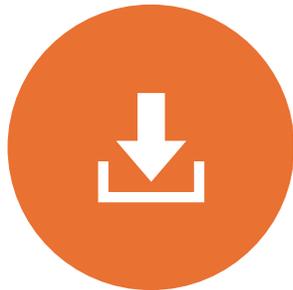


GROUP CHATS: COMMUNICATE WITH MULTIPLE PEOPLE AT ONCE.



SECURE: MESSAGES ARE PRIVATE WITH END-TO-END ENCRYPTION.

Getting Started with WhatsApp



Download WhatsApp from the App Store (iPhone) or Google Play Store (Android).



Open the app and enter your phone number.



Verify your number with the code sent via SMS.



Set up your profile by adding your name and photo (optional).

Using WhatsApp for Messaging



To send a message:

Tap the chat icon.

Select a contact or type their name.

Type your message and press the send button.

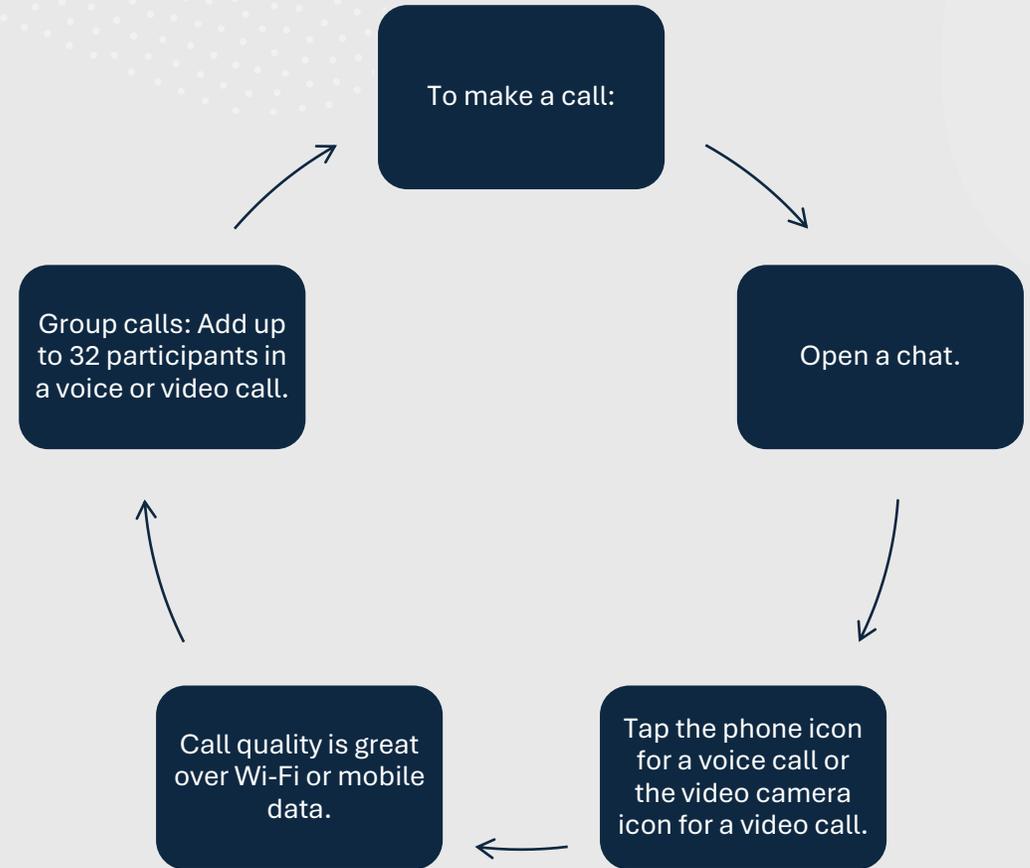


Use emojis to add fun to your messages.



Attach photos, videos, or documents with the paperclip icon.

Making Voice and Video Calls



Exploring WhatsApp Features



Group Chats: Stay in touch with family or community groups.



Status Updates: Share photos or text updates that disappear in 24 hours.

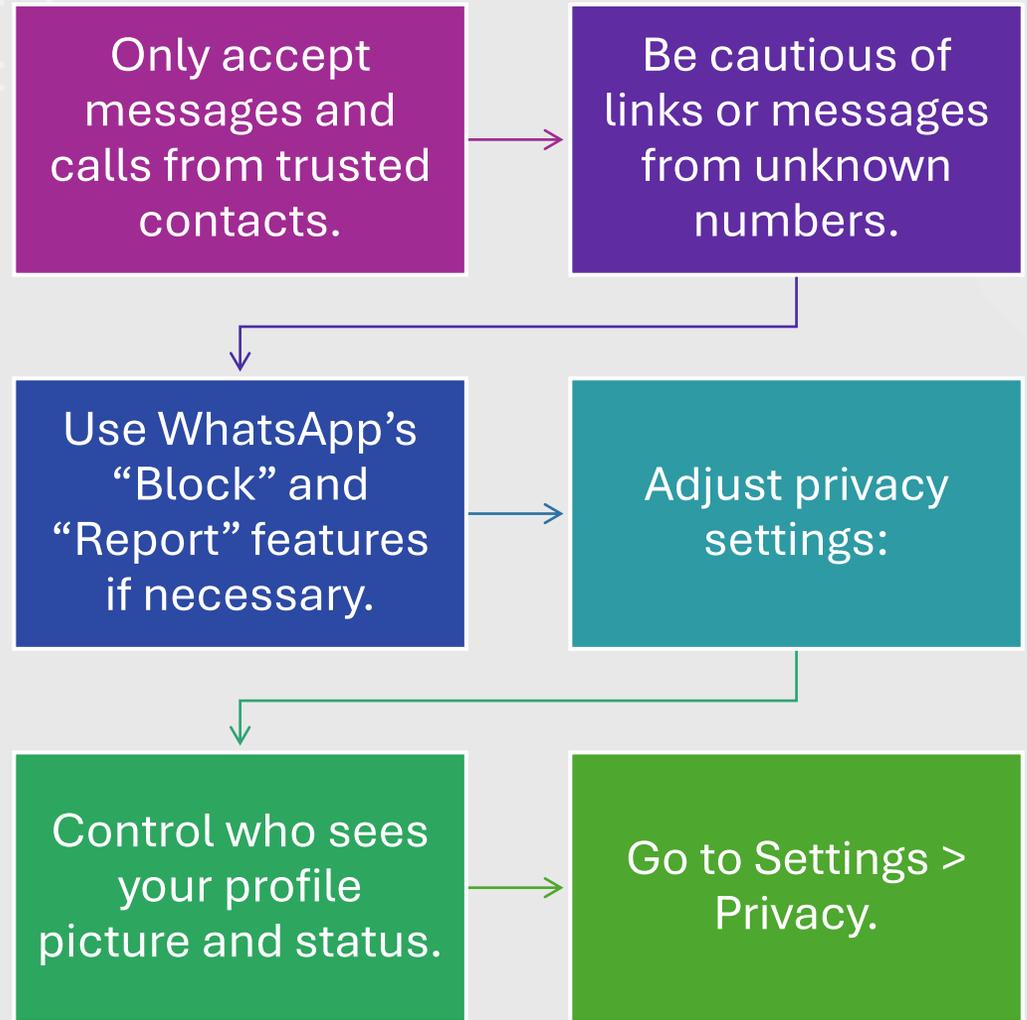


Voice Messages: Record and send audio clips.



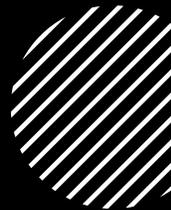
WhatsApp Web: Use WhatsApp on your computer.

Staying Safe on WhatsApp





Tips for Enjoying WhatsApp



Use voice messages for quick and easy communication.



Save memorable photos and videos shared by family.



Use WhatsApp Web for typing long messages on a computer.



Turn on notifications to stay updated.

What is Instagram?

Instagram is a free social media platform for sharing photos and videos.

Follow family, friends, and topics that interest you.

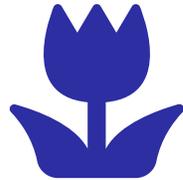
Discover new ideas, hobbies, and places.

A fun, visual way to stay connected.

Why Use Instagram?



Stay Connected: See updates from family and friends.



Discover Interests: Follow topics like travel, cooking, gardening, or art.

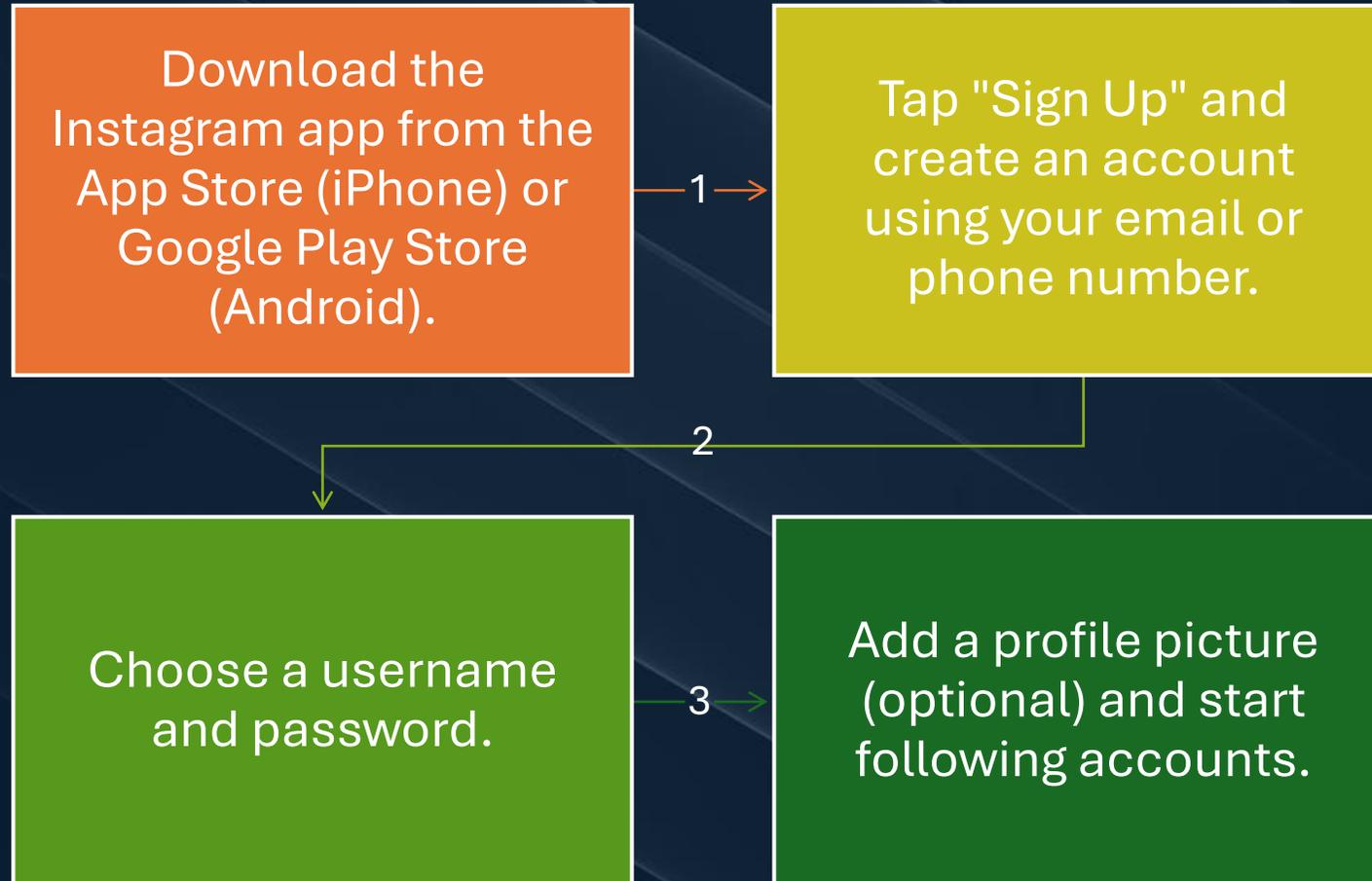


Share Moments: Post photos and videos to showcase your life.



Join Communities: Connect with people who share your passions.

Getting Started on Instagram



Navigating Instagram



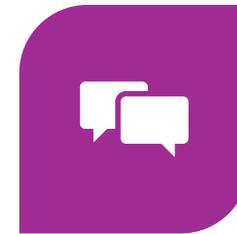
HOME (FEED): VIEW POSTS FROM PEOPLE AND TOPICS YOU FOLLOW.



SEARCH: FIND ACCOUNTS, HASHTAGS, AND TRENDS.



PROFILE: SEE YOUR POSTS AND EDIT YOUR BIO.

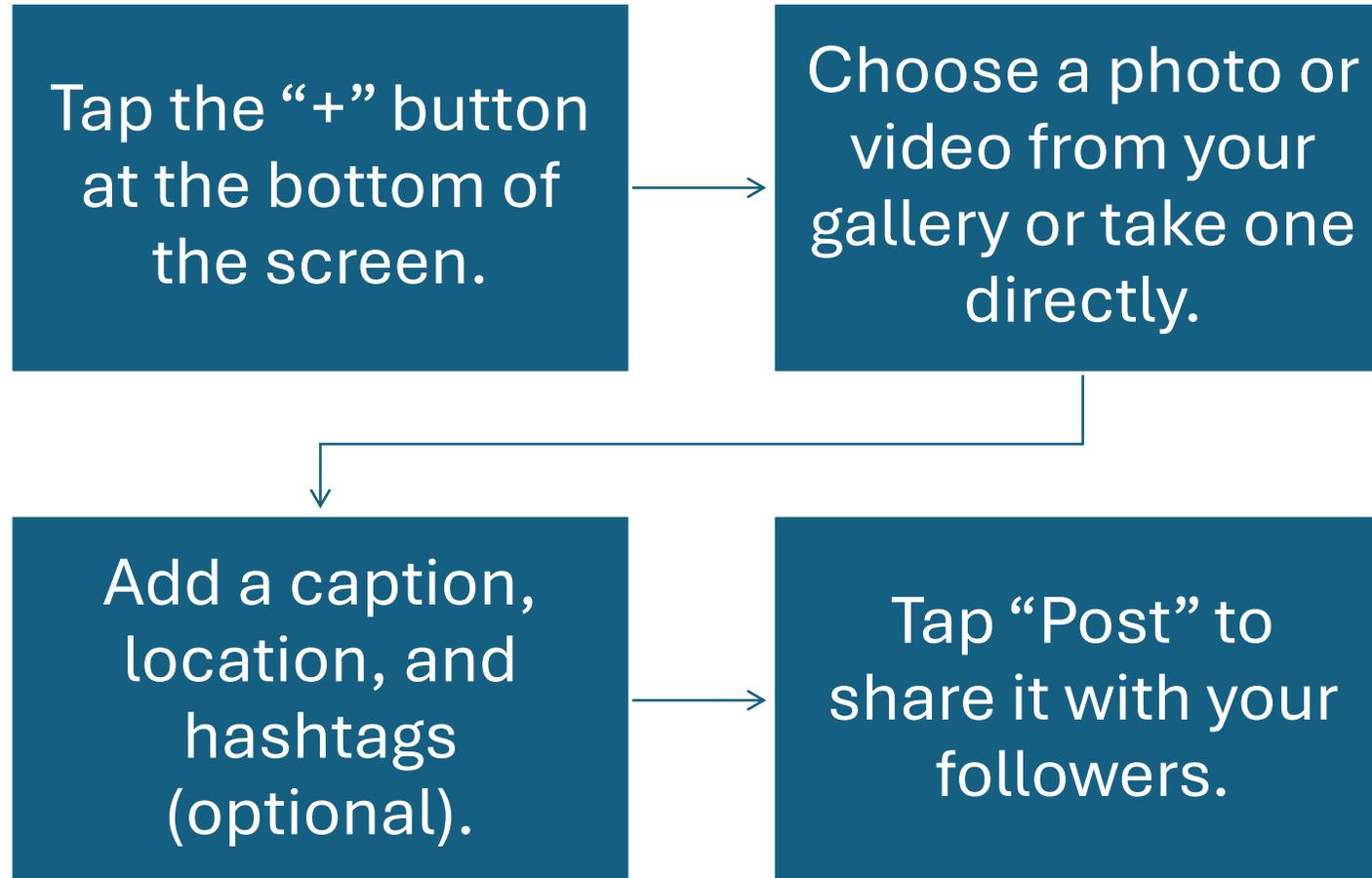


MESSAGES: CHAT PRIVATELY WITH FRIENDS AND FAMILY.



NOTIFICATIONS: STAY UPDATED ON LIKES, COMMENTS, AND FOLLOWS.

How to Post on Instagram



Exploring Instagram Features



STORIES: SHARE QUICK PHOTOS OR VIDEOS THAT DISAPPEAR AFTER 24 HOURS.



REELS: WATCH AND CREATE SHORT, ENTERTAINING VIDEOS.



EXPLORE PAGE: DISCOVER NEW CONTENT TAILORED TO YOUR INTERESTS.



HASHTAGS: USE TAGS LIKE #TRAVEL OR #GARDENING TO FIND AND SHARE CONTENT.

Staying Safe on Instagram



SET YOUR ACCOUNT TO PRIVATE:
ONLY APPROVED FOLLOWERS
CAN SEE YOUR POSTS.



BE CAUTIOUS OF MESSAGES OR
FRIEND REQUESTS FROM
STRANGERS.



AVOID CLICKING ON SUSPICIOUS
LINKS IN MESSAGES OR
COMMENTS.



REPORT OR BLOCK
INAPPROPRIATE CONTENT OR
ACCOUNTS.

Tips for Enjoying Instagram



FOLLOW ACCOUNTS THAT
INSPIRE OR INTEREST YOU.



USE CAPTIONS TO ADD
CONTEXT TO YOUR PHOTOS.



ENGAGE WITH POSTS BY
LIKING AND COMMENTING.



SHARE POSTS WITH FAMILY
AND FRIENDS THROUGH
DIRECT MESSAGES.

What is Pinterest?

Pinterest is a free platform for discovering ideas, inspiration, and hobbies.

Think of it as a digital scrapbook where you “pin” ideas you like.

Great for exploring interests like cooking, gardening, crafts, travel, and more.

Why Use Pinterest?



Getting Started on Pinterest



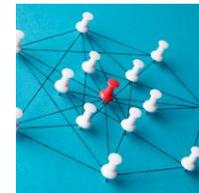
Visit www.pinterest.com
or download the
Pinterest app.



Create a free account
with your email, Google,
or Facebook login.



Set up your profile and
select topics you're
interested in.



Explore and start
pinning!

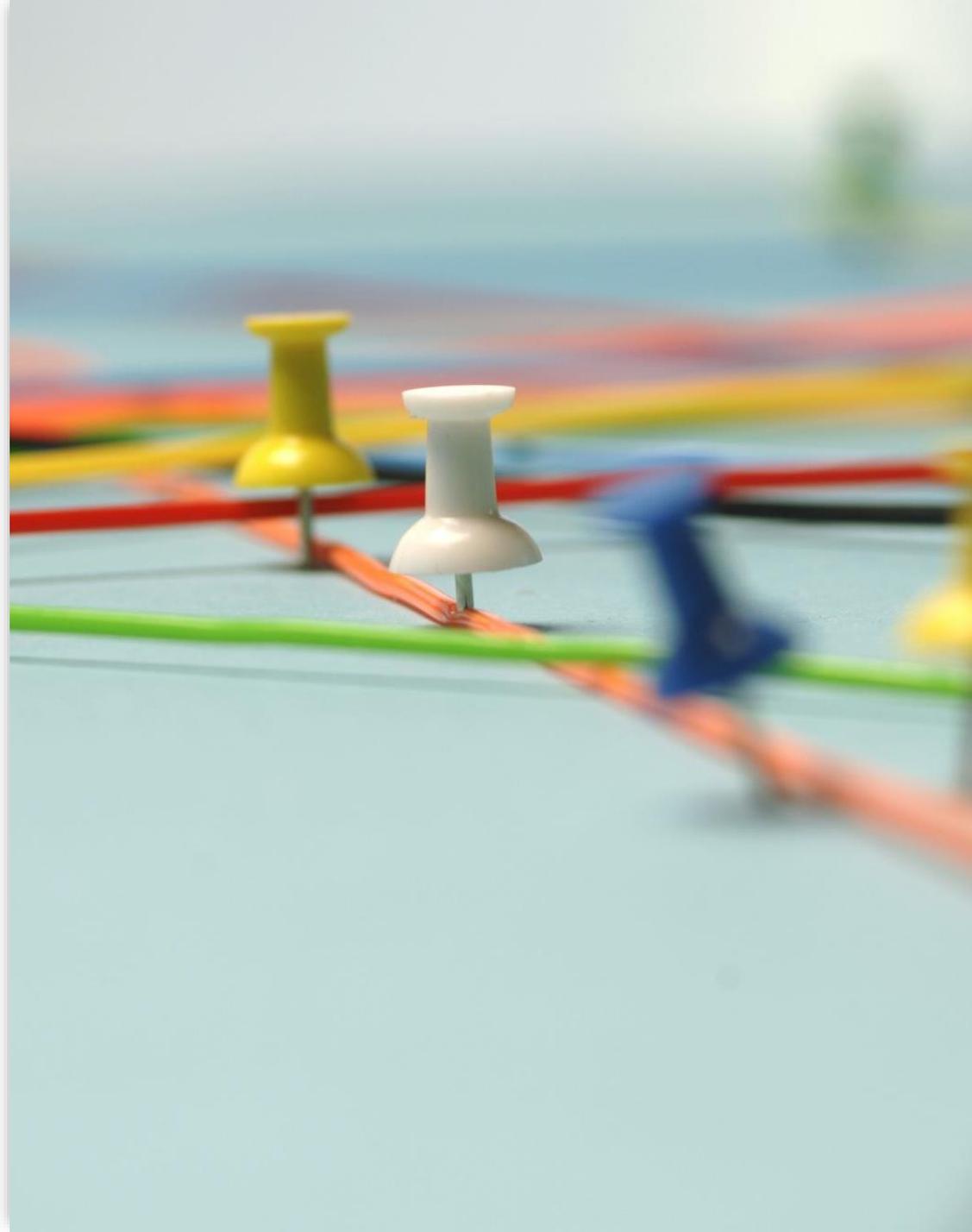
Navigating Pinterest

- **Home Feed:** View personalized pins based on your interests.
- **Search Bar:** Type keywords like “easy recipes” or “DIY crafts.”
- **Boards:** Organize pins into categories like “Gardening” or “Health Tips.”
- **Explore:** Discover trending ideas and suggestions.



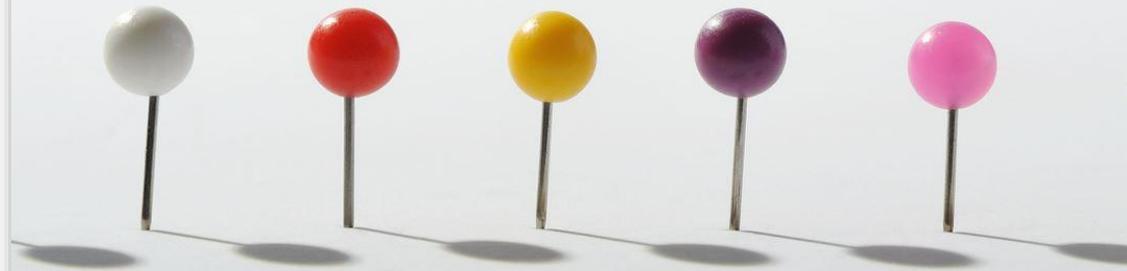
How to Save and Organize Pins

- Find a pin you like by browsing or searching.
- Click “Save” to add it to one of your boards.
- Create boards for different topics (e.g., “Holiday Ideas”).
- Access your boards anytime for quick inspiration.



Creating Your Own Pins

- Share your own ideas and inspirations by creating pins.
- Upload photos of your projects or favorite tips.
- Add descriptions to make your pins easy to find.
- Share your pins publicly or keep them private.



Popular Pinterest Uses



RECIPES: FIND AND SAVE
STEP-BY-STEP MEAL IDEAS.



DIY CRAFTS: LEARN
KNITTING, PAINTING, OR
HOME DÉCOR PROJECTS.



GARDENING TIPS:
DISCOVER HOW-TO
GUIDES FOR FLOWERS
AND PLANTS.



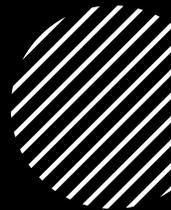
HEALTH & WELLNESS:
SAVE EXERCISE ROUTINES
AND NUTRITION ADVICE.



TRAVEL IDEAS: PLAN
TRIPS AND EXPLORE
DESTINATIONS.



Staying Safe on Pinterest



Only click on trusted links to avoid spam or scams.



Use Pinterest's "Report" feature to flag inappropriate content.



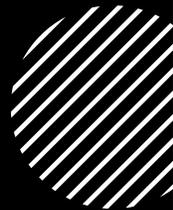
Adjust your account settings for privacy if needed.



Avoid sharing sensitive personal information on pins or boards.



Tips for Enjoying Pinterest



Use the search bar to explore new hobbies and trends.



Create boards for special events like holidays or birthdays.



Follow creators who inspire you.



Take breaks to try out the ideas you've saved!

How to Get Started



Choose a platform (start with one).



Create a simple profile with minimal personal information.



Connect with trusted family or friends.



Explore groups or pages that match your interests.

Staying Safe Online



Protect your privacy: Avoid sharing sensitive information.



Watch out for scams: Never click on unknown links.



Use strong passwords: Mix letters, numbers, and symbols.



Adjust settings: Control who sees your posts and profile.

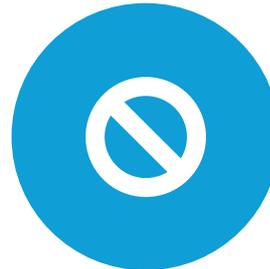
Tips for Enjoying Social Media



SET TIME LIMITS TO
AVOID SCREEN
FATIGUE.



USE CAPTIONS FOR
VIDEOS TO ENHANCE
UNDERSTANDING.

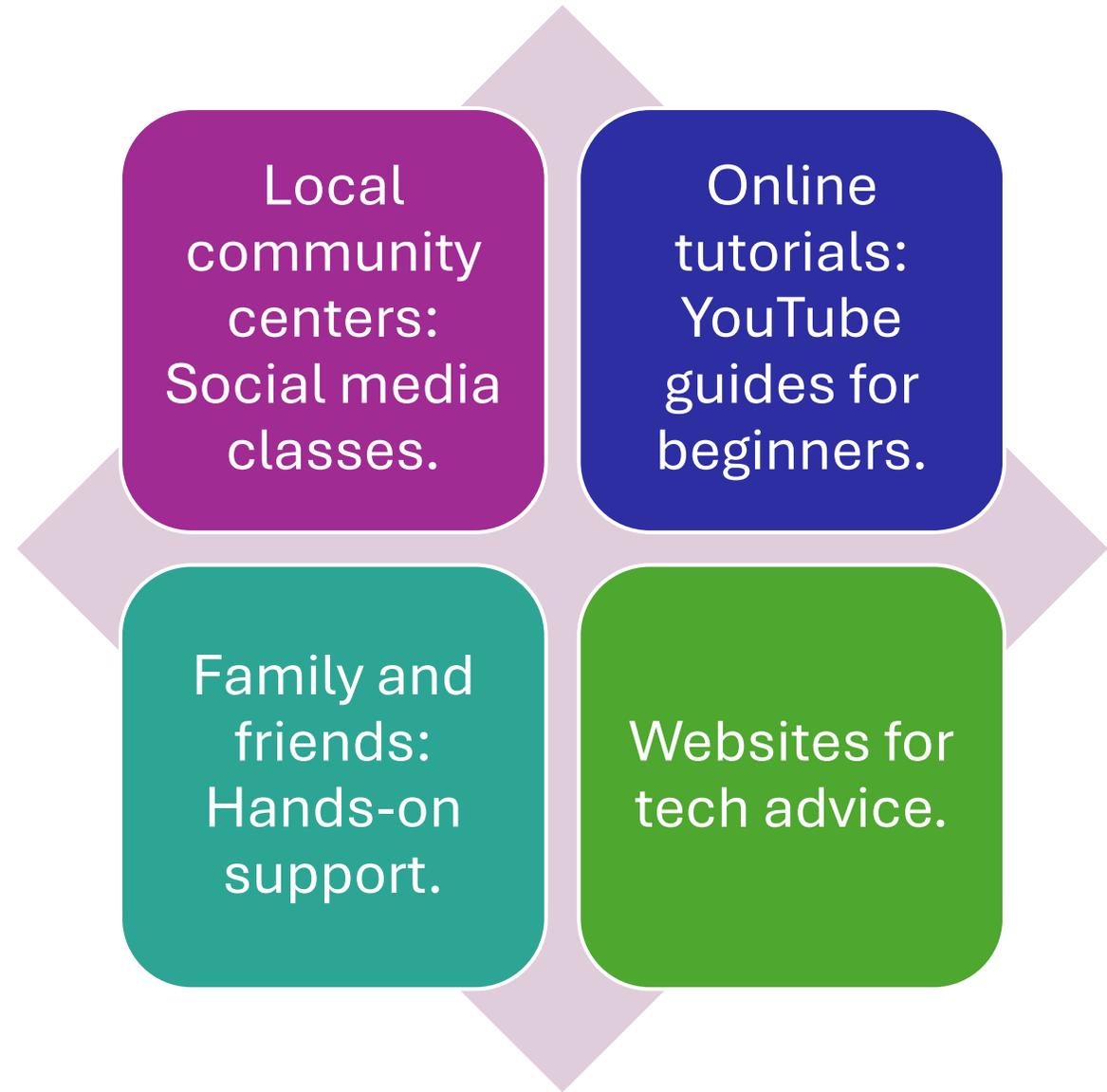


BLOCK AND REPORT
INAPPROPRIATE
CONTENT OR USERS.



ASK FOR HELP IF
YOU'RE UNSURE HOW
TO USE A FEATURE.

Resources





Closing and Q&A

- Recap of benefits, platforms, and safety tips.
- Encouragement: "It's never too late to learn!"
- Open floor for questions.